

7/26/83 C1756-1A
The Fifth Estate

Broadcasting Jul 25

The
SFM Holiday
Network
1984

Coming Attraction

LES GIRLS

MGM

LOVE ME OR LEAVE ME

MGM

BIG CIRCUS

Lorimar

THREE LITTLE WORDS

MGM

BEAU BRUMMEL

MGM

YANKEE DOODLE DANDY

MGM UA

MERRY ANDREW

MGM

WARRIORS

Lorimar

FRIENDLY PERSUASION STUDENT PRINCE

Lorimar

MGM

Celebrating its seventh consecutive year, The SFM Holiday Network has coverage in 90% US TV HH, clearance in over 170 markets, endorsement from the National Education Association, backed with the finest promotion materials, and is still, the #1 all-family advertising vehicle.

For more information contact your SFM representative

SFM Entertainment
Division of SFM Media Corporation

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New York, N.Y. 10036
212 790-4800

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52d Year 1983

SPECIAL 1983 REPORT
The ever enlarging role
of local TV journalism

Broadcasting **Jul 25**

Swift compromise deregulation bill coming to fruition □ Election coverage, copyright dominate Hill hearings □ A year of local TV journalism □

SWIFT ON PAPER □ Washington state congressman and staff are putting together compromise broadcast deregulation bill with quantification. **PAGE 23.**

OUR WAY □ Radio Marti legislation runs into inhospitable reaction in House Telecommunications Subcommittee. **PAGE 25.**

LOOKING AHEAD □ Broadcasters and congressmen joust over election-day coverage, voter turnout and poll closing times. **PAGE 28.**

ANOTHER LOOK □ Hill begins hearings on copyright overhaul. **PAGE 29.**

LOCAL TV JOURNALISM □ A survey of journalistic efforts by television stations on the local front. Capsules of on-the-scene spot news reports. **PAGES 37-58.** Investigative teams dig far and deep to uncover the illegal and the dangerous. **PAGES 58-78.** Campaign coverage, efforts to put America back to work and to keep it healthy. **PAGES 78-84.**

MAILGRAM □ Tom Bolger outlines reasons for his sudden departure as ex officio member of NAB's executive committee. **PAGE 85.**

MUTUAL ON PARADE □ MBS announces full-scale print advertising campaign advocating fairness doctrine repeal. **PAGE 85.**

STATIONS SALE □ Gross Telecasting sells Michigan TV stations to Universal Communications for \$48 million. **PAGE 86.**

UNITED WE STAND □ Broadcasters at New York

state association meeting sound the call for togetherness in legislative matters and more responsibility in programing decisions. **PAGE 88.**

YOU TAKE IT □ Field Communications returns license of UHF in Philadelphia suburb to FCC. **PAGE 89.**

NLC QUANDARY □ Although league of cities still officially supports cable deregulation bill, S. 66, it is trying to accommodate members that oppose it. **PAGE 91.**

SPORTS TIME □ Anheuser-Busch, Multimedia and Tele-Communications Inc. form regional pay sports network built around major league baseball teams in Midwest. **PAGE 94.**

ABC ON TOP □ RADAR report shows network's Information service leads in 12-plus category. **PAGE 94.**

REYNOLDS REMEMBERED □ ABC News anchor dead at 59. **PAGE 97.**

GATE RATE □ Media observers examine coverage of 'Debategate.' **PAGE 97.**

AD PERSPECTIVE □ Advertising groups tell FTC what changes they believe should be made in substantiation rules. **PAGE 99.**

WHAT'S IN A NAME □ Jere Davidson's flexibility has helped him rise to the top in broadcasting as president and CEO of Gannett's radio and television stations. **PAGE 119.**

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and third positions, with different CBS news-on-the-hour broadcasts finishing fourth through seventh. Paul Harvey's *The Rest of The Story* (Monday-Friday, 3:06 p.m.) was eighth, followed by ABC Information Network's 7 a.m. hourly newscasts anchored by correspondent Joe Templeton (ninth) and CBS's *Newsbreak* broadcasts (Monday-Friday, 8:30 a.m.) anchored by correspondent Charles Osgood.

The new RADAR 27 is a 32-week continuous measurement reports with the survey period beginning last August and running through the end of April. Fifteen networks now sponsor and subscribe to the semiannual report—four of which were new this spring: National Black Network (NBN), CBS's RadioRadio, and ABC's Direction and Rock networks. Along with the networks, 35 agencies and three major advertisers also resubscribe to the service. □

NBC names Rivers sole guest host of 'Tonight'

Network's new 'Buffalo Bill' comedy renewed for next season; 'News Is the News' cancelled midway through run

The programing executives at NBC-TV were busy last week. After months of speculation, it was disclosed last Tuesday (July 19) by producers of *The Tonight Show* that the network's promises to "freshen up" the latenight program have resulted in an agreement whereby comedienne Joan Rivers will serve as the exclusive guest host of the series for a one-year period beginning this September.

The agreement with Carson Productions, which has ownership of the program, specifies that all other programs will be hosted by Johnny Carson himself or consist of *Best of Carson* episodes. Rivers, who has guest-hosted the program more often than any other substitute, will fill in for a total of about nine weeks during the year. When Rivers does host the show, she will appear Monday through Friday. NBC acknowledged last week that Rivers has outperformed most other guest hosts, and in some cases Carson himself, during her appearances.

In a separate announcement, NBC Entertainment President Brandon Tartikoff announced last week that *Buffalo Bill*, a new comedy half hour introduced last month, has been renewed for next season. The summer series, starring Dabney Coleman as an overbearing talk show host, has received a 13-episode order and could be added to the prime time schedule as early as October or as late as January. The critically acclaimed sitcom is a Stampede Production.

Not faring so well was another summer series, *The New is The News*, cancelled midway through its eight-episode run by NBC and replaced by four episodes from the cancelled limited series *The Family Tree*, originally airing last January. The family drama returned to the schedule in the 10-11 p.m. (NYT) Wednesday slot last week and continues through Aug. 10.

20 years of Entertainment and Learning

CEL has made a mark producing programing for all forms of TV

In 1963, two network producers grew tired of toiling in the network mills and set out to start their own production company so they wouldn't have to please "every whim of some network programing vice president." Twenty years later, Mert Koplin and Charles Grinker, along with Sanford H. Fisher, are prospering as principals of the Corporation for Entertainment and Learning, a New York-based production house that continues to eschew the whims of network programing vice presidents and instead finds itself equally comfortable making programs for television in many forms—commercial or public broadcasting, advertiser-supported or pay cable services, and even videodisks.

It didn't start out that way. Originally, Grinker (vice chairman and creative director of CEL, and former producer for NBC's *Monitor* radio series and *Project 20 Unit* television series, before joining Koplin in 1963 to form CEL) relates, the company earned its first dollars by selling news film clips to TV stations seeking historical footage to beef up news or documentary broadcasts. Later, the film footage was transferred to videotape, and today, CEL's Videotape News Library continues as a staple of its business with an archive on videotape that includes, the company claims, "every significant person and event of the 20th century." The Videotape News Library contains a cross-referenced index of 60 one-hour, three-quarter-inch cassettes with pictorial recordings of events ranging from assassinations to zeppelins. The library is leased on an exclusive and nonexclusive basis to TV stations as well as such group owners as the CBS-owned TV stations and the Post-Newsweek group.

In the past several years, however, CEL



Fisher, Grinker and Koplin

Ratings Roundup

With a boost from its broadcast of the annual *Miss Universe Pageant* and an unusually popular news documentary, CBS-TV finished with a strong lead over the other two networks in the prime time ratings for the week ending Sunday, July 17. It averaged a 14.8 rating/28.5 share against second-ranked NBC-TV (12.3/23.7) and third-ranked ABC (9.8/19), which scored the lowest weekly average in a nonconvention week in modern television history, according to NBC researchers.

Miss Universe (22.6/38) outgunned NBC's rebroadcast of part two of its made-for-TV movie, *Alcatraz: the Whole Shocking Story* (18.7/31) on Monday. Both were leagues ahead of *Monday Night Baseball* (9.7/17), a match between either St. Louis and Los Angeles or Atlanta and Montreal.

ABC's unusually poor performance came in part from its rebroadcast of an eight-hour mini-series, *Masada*, which averaged an 8.9 rating over four nights, from Tuesday through Friday, and was a poor third in its time period on all four nights. An ABC News Closeup, *Alias A John Blake* (6.4/13) left the network in second place on Saturday, the night ABC almost always wins. ABC's only bright spot was an 11.9/23 for the championship game of the United States Football League, a match between Michigan and Philadelphia broadcast Sunday night. It was the second highest rated USFL broadcast of the season, behind the league's opening game, which averaged a 14.2 rating.

The First 20

1.	<i>Trapper John, M.D.</i>	CBS	23.2/42
2.	<i>Miss Universe Pageant</i>	CBS	22.6/38
3.	<i>Newhart</i>	CBS	20.2/35
4.	<i>Jeffersons</i>	CBS	19.3/34
5.	<i>NBC Monday Movie—Alcatraz: The Whole Shocking Story (Part 2)</i>	NBC	18.7/31
6.	<i>CBS Wednesday Night Movie: Prime Suspect</i>	CBS	18.2/33
7.	<i>Simon & Simon</i>	CBS	17.7/31
8.	<i>60 Minutes</i>	CBS	16.6/37
9.	<i>A Team</i>	NBC	16.6/33
10.	<i>Magnum, P.I.</i>	CBS	16.1/33
11.	<i>Hill Street Blues</i>	NBC	15.8/29
12.	<i>Remington Steele</i>	NBC	15.7/28
13.	<i>Cheers</i>	NBC	15.7/27
14.	<i>CBS Reports: The Plane That Fell From the Sky</i>	CBS	15.3/28
15.	<i>CBS Tuesday Night Movie: Defiance</i>	CBS	15.1/27
16.	<i>St. Elsewhere</i>	NBC	15.1/27
17.	<i>One Day At A Time</i>	CBS	14.7/28
18.	<i>Knight Rider</i>	NBC	14.7/29
19.	<i>Facts of Life</i>	NBC	14.2/27
20.	<i>Family Ties</i>	NBC	13.8/27

The Final Five

61.	<i>Archie Bunker's Place</i>	CBS	7.3/16
62.	<i>Walt Disney</i>	CBS	7.2/17
63.	<i>Making of Superman II</i>	ABC	7.0/15
64.	<i>ABC News Closeup: Alias A. John Blake</i>	ABC	6.4/13
65.	<i>Voyagers</i>	NBC	5.8/13

of CP (BPED-800623AF, as mod.) to make changes in antenna system; change type trans.; decrease HAAT to 651.5 ft., and change TPO. Action July 7.

■ WGOV-FM (92.9 mhz) Valdosta, Ga.—Granted CP to make changes in antenna system; decrease ERP to 50 kw; increase HAAT to 249 ft., and change TPO. Action July 5.

■ *WHME (103.1 mhz) South Bend, Ind.—Granted modification of CP (BPH-820507AS) to make changes in antenna system; change TL; reduce overall height of tower to 275 ft. Action July 7.

■ WABX (99.5 mhz) Detroit.—Dismissed CP to make changes in antenna system; change type trans.; change type antenna; change TL; increase ERP to 17.78 kw; decrease HAAT to 784 ft. Major environmental action under section 1.1305 of rules. Action July 8.

■ WMQT-FM (107.1 mhz) Hancock, Mich.—Returned CP to make changes in antenna system; change TL; increase ERP to 100 kw; decrease HAAT to 530 ft., and change TPO. Action July 8.

■ KLUK (105.5 mhz) Knob-Noster Warrensburg Mo.—Granted waiver of section 73.1201 (B)(2) of rules to identify as Knob Noster-Warrensburg. Action July 1.

■ KBWH (106.3 mhz) Blair, Neb.—Granted CP to decrease ERP to 1.26 kw; increase HAAT to 459 ft., and change TPO. Major environmental action under section 1.1305 of rules. Action July 5.

■ WNTZ (93.1 mhz) Syracuse, N.Y.—Granted CP to install auxiliary antenna system at main TL; ERP: 39 kw (H); HAAT: 694 ft. (H) for auxiliary purposes only. Action July 7.

■ WCLW-FM (105.3 mhz) Mansfield, Ohio.—Granted CP to make changes in antenna system; change type antenna; decrease ERP to 17.5 kw; decrease HAAT to 217 ft., and change TPO to 7.5 kw. Action July 8.

■ KNOX-FM (107.5 mhz) Fort Worth.—Returned modification of CP (BPH-820330AL) to change TL; increase HAAT to 1,095 ft., and change TPO. Action July 7.

■ KGSU-FM (91.1 mhz) Cedar City, Utah.—Granted CP to change frequency to 91.1 mhz; change TL; specify RC from SL; increase ERP to 10.024 kw; change HAAT to minus 462 ft., and make changes in ant. sys. Action July 7.

■ KCPX-FM (98.7 mhz) Salt Lake City.—Granted CP to install auxiliary antenna; change HAAT to 2,895 ft. (for auxiliary purposes only). Action July 5.

■ WFFV (99.3 mhz) Front Royal, Va.—Granted CP to change change TL; decrease ERP to 3 kw; decrease HAAT to 230 ft., and change TPO. Major environmental action under section 1.1305 of rules. Action July 8.

■ WSBW (100.1 mhz) Sturgeon Bay, Wis.—Granted CP to make changes in antenna system; increase ERP to .595 kw and increase HAAT to 603 ft.

■ KHYS (98.5 mhz) Port Arthur, Tex.—Granted CP to

make changes in antenna system; increase ERP to 100 kw, and increase HAAT to 437 ft. Action June 29.

TV actions

■ KTVJ (ch. 14) Boulder, Colo.—Granted MP (BPCT-790130KS) to change ERP to 5,000 kw vis., 500 kw aur.; change TL, and change HAAT to 996 ft. Action June 30.

■ WTKW (ch. 16) Key West, Fla.—Granted MP (BPCT-800811KJ, as mod.) to change TL. Action June 30.

■ WNHT (ch. 21) Concord, N.H.—Granted authority to identify SL as "Concord-Manchester, N.H." Action June 30.

■ KSRE (ch. 6) Minot, N.D.—Granted CP to make changes in ant. sys. Action June 24.

■ KOTI (ch. 2) Klamath Falls, Ore.—Granted CP to change ERP to 35.5 kw vis., 3.55 kw aur.; change 2.185 ft., and change TL. Action June 27.

■ KOBI (ch. 5) Medford, Ore.—Granted CP to change TL and designate auxiliary tran. and antenna as main transmitter and antenna. Action June 29.

■ WAIM-TV (ch. 40) Anderson, S.C.—Granted MP to change ERP to 2,259 kw vis., 225.9 kw aur.; change HAAT to 1,474 ft., and change TL. Major environmental action contingent to grant of BALCT-821022EB. Action June 29.

In contest

Legal activities

■ Gencom Inc. has filed appeal with U.S. Court of Appeals for District of Columbia Circuit of June 21 FCC action in which FCC denied review of decision of Chief, Common Carrier Bureau granting application of Advanced Mobile Phone Service Inc. for CP for cellular radio system in Phoenix. (Gencom Inc. v. FCC, Case No. 83-1720). Ann. July 14.

■ Western Union International Inc. has asked U.S. Court of Appeals for District of Columbia Circuit to review FCC's April 20 action which disposed of two petitions for reconsideration or clarification, filed by Western Union International Inc. and RCA Global Communications Inc., of FCC's action regarding changes in corporate structure and operations of Communications Satellite Corp. Action denied petitions except to extent that separation required between Comsat parent corp. and its subsidiaries be clarified. (Western Union International Inc. v. FCC & USA, Case No. 83-1729. Ann. July 14.

Call letters

Applications

Call	Sought by
New AM's	
WJRL	Cooke Broadcasting, Moody, Ala.
WZEL	WZEL Inc., Young Harris, Ga.
KAIN	Fredericka Cain Todd, Vidalia, La.
KBSM	Eastern Jackson County Broadcasting Corp., Blue Springs, Mo.
KTOL	Capitol County Broadcasters Inc., Lacey, Wash.
New FM's	
KHBC	Hassayampa Broadcasting, Wickenburg, Ariz.
KEKA-FM	Redwood Broadcasting Co., Eureka, Calif.
WAEM	Oceanside Broadcasting Co., Shalotte, N.C.
New TV's	
WDVI	Delaware Valley Broadcasters Inc., Wilmington, Del.
Existing AM's	
KIIQ	KRTS Manitou Springs, Colo.
WIFE	WCNB Connorsville, Ind.
WZON	WACZ Bangor, Me.
KRVC	KBOY Medford, Ore.
KROX	WFAA Dallas

WIKS
WPRX

KBBT
WEZI
WWMJ
*WEEE
KCPK
KWSI
KKLS-FM
KALK

WPAR Parkersburg, W.Va.
WAOZ Hudson, Wis.

Existing FM's

KSAA Casa Grande, Ariz.
WYOR Coral Gables, Fla.
WDEA-FM Ellsworth, Me.
WEHS Cherry Hill, N.J.
KICA-FM Clovis, N.M.
KHQE Warm Springs, Ore.
KKHJ Rapid City, S.D.
KZIM Denison, Tex.

Grants

Call	Assigned to
New AM's	
KMTL	Sherwood Broadcasting Co., Sherwood, Ark.
WKZY	Hercules Broadcasting Co., North Fort Myers, Fla.
WJJN	Newburgh Broadcasting Co., Newburgh, Ind.
WMDB	Babb Broadcasting, Nashville
New FM's	
KJMM	Cainevar Broadcasting Inc., Needles, Calif.
WQEZ	MPP Inc., Fort Meyers Beach, Fla.
KGCI	Grundy Broadcasting Co., Grundy Center, Iowa
KLKS	Lakes Broadcasting Group Inc., Breezy Point, Minn.
KIAG	R.C.T. Communications Inc., Mountain View, Mo.
KOOC	Tri City Broadcasters Inc., Cozad, Neb.
WFKX	Wolfe Communications Inc., Henderson, Tenn.
KHER	Aceiga Broadcasting, Crystal City, Tex.
KTFA	Voice in the Wilderness Broadcasting Inc., Groves, Tex.
KEYF	Good Luck Broadcasting Inc., Grand Coulee, Wash.
WMTD-FM	Bluestone Broadcasters Inc., Hinton, W.Va.
New TV's	
KHFT	Hobbs Family Television, Hobbs, N.M.
WOIO	Channel 19 Inc., Shaker Heights, Ohio
KLTV	Cela Inc., Irving, Tex.

Existing AM's

WTWG
WKSJ
WKSJ
WFSN
WVJF
WVVI
WGSP
WHVN
WIST
WHBT
WTNR
WHTN
WTCR
WQOL

Existing FM's

WVTV
WGUL-FM
WVJF-FM
WVVI-FM
KXAX
KXSS
WYYY
WRQN
WIBT
KTRJ
WTCR

Existing TV's

KWCH-TV
WAXA
WDSI-TV
KINT-TV

Summary of broadcasting as of March 31, 1983

Service	Licenses	CP's	Total *
Commercial AM	4,708	149	4,857
Commercial FM	3,421	391	3,812
Educational FM	1,090	162	1,252
FM translators	609	288	897
Commercial VHF TV	527	14	541
Commercial UHF TV	307	166	473
Educational VHF TV	111	6	117
Educational UHF TV	175	14	189
VHF LPTV	152	89	241
UHF LPTV	21	72	93
VHF translators	2,784	254	3,038
UHF translators	1,772	403	2,175
IFPS	244	89	333
Low-power auxiliary	812	0	812
TV auxiliaries	7,260	205	7,465
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,159	53	12,212
Aural STL & intercity relay	2,749	186	2,935

* Includes off-air licenses.